

Motivating Employees

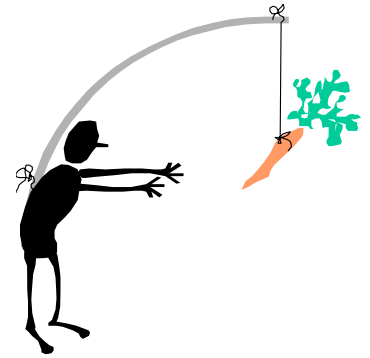


**THE SUCCESS OF A
GOOD LEADER
CAN BE
DETERMINED BY
HIS/HER ABILITY
TO ELICIT
EXTRAORDINARY
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FROM
PEOPLE...**

**EXTRAORDINARY
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**MOTIVATED
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One of the most important functions of management is being able to motivate others. In fact, the extent of your success depends on it. To inspire extraordinary performance you must foster a positive environment and discover what motivates *your* employees. Motivating yourself and others isn't easy. You must work on it daily or it won't last.



daily inspirations

Dream BIG dreams...

develop trust...be honest...*allow mistakes*...encourage risk taking...do what you love to do...

develop a clear sense of direction...**be creative**...

accept responsibility...be optimistic...be resilient...

develop people's skills...appreciate others...give credit...

respect others...dedicate yourself to serving...be self-disciplined...

focus on unique talents and abilities...

treat people fairly...

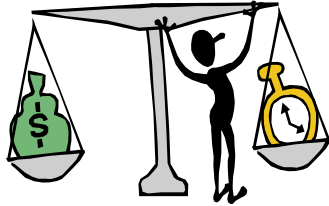
Reward People Fairly!

Save Money

Hiring qualified employees in today's labor market requires a major investment of both time and money. According to the Workplace Resource Learning Center, a poor hiring decision which leads to hiring a replacement costs approximately \$14,000 for an employee with a high school diploma and \$66,000 for an employee with a college degree. Doesn't it make sense to spend time with your current staff to motivate and keep them, especially in today's tighter labor market?

Life Balance

It's important to understand what motivation is and what it is not. Traditional expectations of loyalty and a lifetime job have changed due to factors such as merging, downsizing, rightsizing, globalizing and outsourcing. In addition, today's workforce as a whole is more educated, savvy and likely to ask what's in it for me rather than showing blind loyalty. Today, employees want a balance between their work life and personal life. They also want meaning and purpose!



Good benefits, vacation and salary plans often attract and retain employees, but they are not employee motivators unless they provide workers a stake in the future success of the organization based on their performance.

Although it's important to pay competitive salaries and benefits, your real payback will come from inspired and motivated employees. Examples of plans that can motivate include stock purchase/ownership plans, profit sharing, commissions, and cash bonus plans.

Do not confuse employee morale boosters with employee motivators. Activities such as drawings for free parking places, free pizza on Fridays, or a casual dress day, are employee morale boosters and can raise the morale of employees so they feel good about the company they work for. However, they are not employee motivators because they are not directly tied to an increase in performance.

An employee with good morale is not necessarily a motivated employee. For example, an employee who socializes with others 1-2 hours a day may have good morale, but will also probably have the worst production levels of any employee in the department. Employees are motivated when they can directly affect their own pay or lifestyle.



Motivational Zappers

Tolerating poor performance takes advantage of high performing employees

Withholding critical information for employees to perform their work

Promoting internal competition between employees

Underutilizing the talents and capabilities of staff

Treating employees unfairly or inconsistently

Criticism instead of constructive feedback

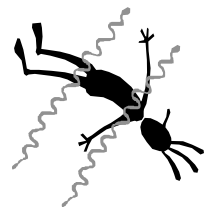
Unproductive meetings

Unclear expectations

Unnecessary rules

Company politics

Inflexibility



Recognition Fundamentals

Employees need to feel like what they do is important and makes a difference!

Generally, people don't want something for nothing as much as they want something for something—recognition for a job well done. Give the big picture of how the accomplishment ties into the organization's goals while focusing on the significance and achievement of the person being honored. Recognition is most meaningful when employers notice a job performed well and do something to acknowledge it in a timely, sincere and specific way.

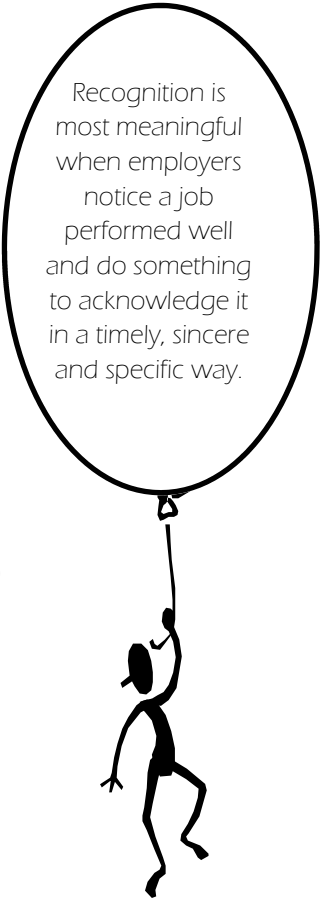
According to *The 7 Habits of Highly Effective People* by Stephen Covey, people tend to be motivated by the following factors: spouse/partner, family, money, work, possessions, pleasure, friend(s), enemy/enemies, church, self, or principles.



You must find out what motivates your employees. The easiest way to find out is to ASK. You can do this personally, through surveys, letters, new hiring forms, email, or meetings. Take the time to find out what's important and meaningful to your employees; then use this information in a timely way to leave a powerful impression.

Be creative! Motivators don't have to cost a lot of money. Example: if attendance is an issue, offer a free long-distance calling card for all employees who miss no work for 60 days...then add 10 minutes to their card for each additional 30 days of appropriate attendance.

Caution: Be careful about creating motivators that will cause your employees to not work as a team.



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Ideas for Rewards (other than money)

Flexible hours	Internet connections
Health screening programs	Daily planners/organizers
Additional time off	Health club membership
Free calling card minutes	Cards
Gift certificates	Trip
Additional vacation time	Free Car Wash
Lattes/espressos	Free Housecleaning
Dinner at a nice restaurant	Fruit Basket
Lunch with the boss	Child Care Certificate
Weekend getaways	Preventative medical benefits
Employee assistance plans	Skill development opportunities
Tickets—theatre, sports, concerts, skiing, movie	

Note: Some of these rewards may be subject to payroll taxes.